

Organization

Each summer and throughout the year in the heart of California's Central Coast, Festival Mozaic (the Festival) brings together music lovers to enjoy premier concerts and related events in a festive and stimulating atmosphere. The Festival was founded in 1971 as the San Luis Obispo Mozart Festival to honor the composer Wolfgang Amadeus Mozart, whose influence lives on in the mosaic of classical music, composers, and performers. The Festival is an immersive experience: the music is elevated by the backdrop of stunning San Luis Obispo County, the venues are intrinsic to the identity of the Festival, and the scenic beauty and lifestyle of the Central Coast is celebrated along with the art form of classical music.

Over its nearly five decades, the Festival has offered an ever-expanding range of programming, including early music, contemporary music, jazz, opera, world music, and new commissions and world premieres. The 49th Summer Music Festival will take place July 24 through August 4, 2019, with 30 events in 15 venues, including the historic Mission San Luis Obispo de Tolosa in the heart of San Luis Obispo and picturesque Serra Chapel in nearby Shandon. The Notable Encounters Series, which is designed to teach contemporary audiences about classical music as an art form, is the foundation for all programming. The summer festival also includes Orchestra, Chamber Music, and UnClassical series as well as master classes and informal "pay what you wish" mini-concerts. In 2007 the Festival launched a year-round presence with its popular WinterMezzo Chamber Music Series, which encompasses educational events, culinary experiences, and intimate concerts.

The Festival's Music Director Scott Yoo also serves as Artistic Director and Chief Conductor of the Mexico City Philharmonic Orchestra and as host and Executive Producer of PBS's new series *Now Hear This*. Appearing as conductor and violinist with the Festival, Yoo attracts an internationally renowned roster of artists from top orchestras and chamber ensembles. Patrons also reflect a broad demographic, with nearly 25 percent of the audience coming from outside of San Luis Obispo County.

The Festival's FY19 budget is approximately \$675,000, of which 50 percent comes from contributed income. It is governed by a motivated and hard-working 12-member board of directors, with support from a staff of approximately 4 year-round full-time employees, part-time summer staff and interns, and an active group of volunteers. The Festival's *Strategic Plan 2018-2020: Focus on the 50th* sets forth a series of strategic initiatives focused on board development and governance, financial stability, community impact and engagement, annual fundraising and development, marketing, audience development, and public relations. Anniversary plans include an ambitious 50th Anniversary Crescendo Campaign and a number of special events to imbue the entire community with enthusiasm and a spirit of celebration all year long.

Community

Touted as one of the "Happiest Places in America," San Luis Obispo (or SLO, as it is known) is located 200 hundred miles north of Los Angeles and 220 miles south of San Francisco. With a population of 47,536 residents and median home prices that are more affordable than those in San Francisco, Los Angeles, or Santa Barbara, SLO is cited as one of the top 10 places to retire in the United States. SLO is the county seat of San Luis Obispo County (the County), which offers its nearly 280,000 residents a Mediterranean marine climate with 100 miles of Pacific coast line and multiple state parks and beaches. The County retains a rural character, balanced by seven incorporated cities and a world-class wine region. Voters recently showed their support for local K-12 education by passing three bond measures seeking a combined \$510 million to upgrade school campuses across the County.

Recognized as one of the most fitness-friendly places in America, SLO offers plenty of recreational options, including biking, kayaking, hiking, and golfing. The Downtown SLO Farmers' Market, which takes place every Thursday, is a fiesta of produce, crafts, barbecue, street food, and live entertainment. SLO and the County offer numerous arts, culture, and entertainment attractions, including Hearst Castle, Mission San Miguel Arcángel, Morro Bay Museum of Natural History, San Luis Obispo Symphony, San Luis Obispo Museum of Art, Opera San Luis Obispo, and San Luis Obispo Repertory Theatre. The city is also home to several institutions of higher education, including California Polytechnic State University, which consistently ranks among the top public universities in the nation, and other renowned engineering, architecture, business, and agriculture colleges.

Sources: parks.ca.gov; sanluisobispovacations.com; slolocal.com; slochamber.org; slocounty.ca.gov

Position Summary

Reporting to the board of directors and working in partnership with the Music Director, the Executive Director (ED) supervises and directs all aspects of the Festival's operations. The ED is the chief spokesperson for the Festival, maintaining excellent relationships with the board, patrons, artists, staff, volunteers, and the SLO community, with a goal of continuing the organization's growth of donors, audience members, and visibility. The ED is responsible for the strategic development and ongoing management of fundraising, marketing, finance, and human resource activities, leading and coordinating year-round operations and overseeing the organization's many activities during the two-week summer festival.

Roles and Responsibilities

Revenue Enhancement and Institutional Visibility

- Identify stakeholders, develop strategies, and define how key messages will be delivered to various individuals and institutions to maximize visibility, brand, and contributed and earned revenue opportunities.
- Ensure the highest levels of patron service, effective audience interaction, and community engagement.
- Maintain a strong organizational focus on marketing outcomes and ticket revenue growth for Festival concerts.
- Devise effective marketing efforts that expand audiences and achieve earned income goals from ticket sales.
- Lead the organization's development programs and identify appropriate funding opportunities from individuals, foundations, corporations, and government agencies.
- Guide board, staff, and volunteers in development activities, effectively cultivating, soliciting, and maintaining strong relationships with donors.
- Develop appropriate strategic partnerships to embrace the diverse needs of the SLO community.
- Serve as the public face of the Festival with the Music Director and represent the organization, board, and staff in a manner that enhances the organization's reputation and standing in the community.

Operational and Strategic Planning

- Lead the Festival's day-to-day operations to ensure that audiences, artists, donors, volunteers, board, staff, vendors, and other stakeholders have a first-class experience any time they interact with the organization.
- Oversee short-term operational and long-range strategic planning and implementation processes.
- Collaborate with the Music Director in the development, implementation, and monitoring of the Festival's artistic objectives, including festival planning and scheduling, concert program development, and the selection and contracting of guest artists and venues, balancing artistic goals with marketability and financial resources.
- Partner with legal counsel and the board as needed to oversee and negotiate contractual matters with guest artists, vendors, venues, strategic partners, the American Federation of Musicians, and others.
- Direct administrative personnel relations so that the organization is effectively structured and staffed with competent employees.
- Ensure that the Festival's legal and ethical employer obligations to its staff are fully met.
- Facilitate programs and activities to meaningfully engage volunteers.

Governance and Financial Stewardship

- Collaborate with the board to ensure strong fiscal health and organizational governance and provide support to best utilize the talents and resources of board members.
- Develop and maintain fiscal responsibility for the Festival's annual operating budget and financial objectives and provide the most effective use of financial resources, working closely with the board.
- Ensure sound financial management and administrative policies, maintaining accurate financial records and monthly reports for board review.
- Understand and maintain compliance with best accounting practices, tax filing requirements, and audits.
- Advise the board and its committees on matters within the ED's scope of responsibility to promote the efficient operation of concerts and programs and to ensure the delivery of the services outlined in the Festival's annual operating and strategic plans to the public.
- Support the board in donor prospect identification, cultivation, and recruitment.
- Assist and provide support to board committees to develop and implement their goals and objectives.

Traits and Characteristics

The next ED will be an ambitious, charismatic, and optimistic leader with an affinity for the Festival's mission and the business-savvy and drive to positively impact the organization's reach and long-term success. A creative thinker who is open to new ideas and opportunities, this individual will be a confident, diplomatic, practical, and hands-on manager with excellent interpersonal skills. The ED will also value a strong and effective partnership with the Music Director and board of directors.

Other key competencies include:

- **Personal Accountability** – The capacity to be answerable for personal actions and professional decisions.
- **Stakeholder Orientation** – A dedication to the satisfaction of patrons, artists, board members, staff, volunteers, and other constituencies by anticipating, meeting, and exceeding their needs and expectations.
- **Decision Making** – The ability to analyze all aspects of a situation in order to make consistently sound and timely decisions.

Qualifications

Qualified applicants will have a bachelor's degree (master's degree preferred) plus a minimum of three to five years of increasing responsibility in a senior management role at a performing arts, festival, or similar nonprofit organization. Candidates should also possess a strong command of performing arts organization management, including financial management, staff development, and communication skills. A track record in audience development, donor stewardship, and the successful solicitation of major gifts are necessary. Candidates must also have an avid interest in and/or knowledge of classical music as well as the ability to work effectively with a Music Director, board members, staff, artists, and volunteers.

Compensation and Benefits

The Festival provides competitive compensation for an organization its size and a standard benefits package, including health insurance, paid time off, and holidays, as well as the quality of life offered by California's beautiful Central Coast.

Applications and Inquiries

Please submit a letter and resume with a summary of accomplishments (electronic submissions preferred) to:

Ms. Rebekah Lambert
Senior Vice President



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